



## **Social Media Platforms and Their Effect on Performance of Small and Medium Scale Enterprise in Abia State**

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### **Abstract**

The study investigated social media platforms and its effect on performance of small and medium scale enterprise in Abia State. Five objectives; examine the effect of Facebook on the organizational effectiveness in selected small and medium scale enterprise in Abia State, ascertain the effect of WhatsApp on the organizational efficiency in selected small and medium scale enterprise in Abia State, determines the effect of Twitter on the organizational productivity in selected small and medium scale enterprise in Abia State, assess the effect of Youtube on the organizational performance in selected small and medium scale enterprise in Abia State, examines the effect of Tiktok on the growth of selected small and medium scale enterprise in Abia State. The survey research design was utilized and collected data using a well-structured questionnaire administered on 243 of the respondents from the selected in SMEs in Abia State. The data collected were analysed using descriptive statistics and simple regression analysis. The model developed were estimated using SPSS 20. Findings emanating from the study showed, Facebook has a positive and significant effect on the organizational effectiveness in selected SMEs in Abia State. WhatsApp has a positive and significant effect on the organizational efficiency in selected SMEs in Abia State. Twitter has a positive and significant effect on the organizational productivity in selected SMEs in Abia State. Youtube has a positive and significant effect on the organizational performance in selected SMEs in Abia State. Tiktok has a positive and significant effect on the growth in selected SMEs in Abia State. The study therefore concludes that social media influences the performance of SMEs in Abia State. Based on the findings the study, it amongst recommended that the responsibility handling the Facebook feed should be assigned, so as to ensure that improved and prompt response to enquiries, Information regarding the products and activities of SMEs should be constantly upgraded to increase the number of followers of the handle. SMEs are encouraged to use business accounts in WhatsApp, which have better features than the private WhatsApp account. Also, SMEs should endeavor to open multiple Youtube accounts in addition to the open adverts to ensure broader circulation of their product and services. Finally, SMEs are encouraged to produce multiple low-cost advertorial videos that will be published in Tiktok channel to attract the attention of prospective customer.

**Keywords:** Social Media Platforms Performance Small and Medium Scale Enterprise

## **Introduction**

The historical trace of social media can be seen in the development of various platforms and technologies that enabled people to connect, share, and interact with each other. One of the earliest forms of social media was the Bulletin Board System (BBS), which emerged in the late 1970s and allowed users to access and share information via a dial-up modem (Hafner & Lyon, 1996). The first online community, PLATO (Programmed Logic for Automated Teaching Operations), was developed in 1960 at the University of Illinois and allowed users to access and share information, as well as interact with each other through online forums and chat rooms (Woolley, 1992).

The 1980s saw the rise of online services such as Prodigy and CompuServe, which

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offered users access to online content, including news, weather, and sports, as well as online shopping and banking (Krol, 1992). The first social media platform, (link unavailable), was launched in 1997 and allowed users to create a profile, list their friends, and see how they were connected to other people (Ahuja & Carley, 1999).

The early 2000s saw the emergence of social media platforms such as Friendster, MySpace, and LinkedIn, which allowed users to create profiles, connect with friends and colleagues, and share information and content (boyd & Ellison, 2007). The launch of Facebook in 2004 marked a significant turning point in the development of social media, as it quickly became one of the most popular social media platforms in the world (Kirkpatrick, 2010).

Since then, social media has continued to evolve and expand, with the emergence of new platforms such as Twitter, Instagram, and Snapchat, and the growing importance of social media in modern life (Gerbaudo, 2012). Today, social media plays a critical role in shaping our relationships, our identities, and our understanding of the world around us (Papacharissi, 2015).

The introduction of social media platform in Nigeria and the world in general has drastically changed the world of marketing in various sectors of economy such as business, education, health, family and commerce (Kimble, 2021). Social media is defined as web-based services that allows, business men, individuals, families, communities and organisations to collaborate, connect, interact and build community by enabling them to create, modify, share and engage with user-generated content that is easily accessible (Committee, 2019). Some of the social media platforms includes Whatsapp, X-handle, Youtube, Facebook, LinkedIn, Orkut, Myspace and Skype. Social media platforms are now seen as promising means for marketing by owners of small and medium scale enterprise in the country. Abbas, *et al*, (2019) noted that the online world has changed dramatically due to the invention of social media, which makes business men and women to market their product very easily. In fact, Anderson (2021) maintained that seventy-three percent of business men and women in the world used social media platform for their businesses. Apuke, and Tunca (2018), also asserted that the social media platforms have provide avenue where owners of small and medium scale enterprise business can easily market their business to target customers of their choice.

From the foregoing, it is assumed that social media platforms will affect market share of small and medium scale enterprises in the country. The social media provide ample opportunities for business men and women in the country to market their businesses. Statistics shows that a lot of business men and women around the world spent their time in different social media platforms trying to create awareness and market their businesses to targeted customers within and outside the country. For instance, 2.38 million business men and women visit Facebook monthly to market their product and service (Zephoria.com, 2019).

Small and Medium Scale Enterprise (SME) over the years in Nigeria has proved to be a major tool adopted by the developed nation to attain socio- economic development. They further stated in recent time, small scale industrial sector is considered to be the backbone of modern

day economy. History show that prior to the late 19th century, cottage industries, mostly small and medium scale businesses controlled the economy of Europe (Arokodare & Asikhia, 2020). In the developing nations like Nigeria, the impact of Small and Medium Enterprises on the growth and development can be felt in so many ways. According to Arokodare and Asikhia, (2020), Small and Medium Enterprises on the growth and development of an economy is felt by ways greater utilisation of local raw materials, employment generation, encouragement of rural development, development of entrepreneurship, mobilisation of local savings, linkages with bigger industries, provision of regional balance by spreading investments more evenly, provision of avenue for self-employment and provision of opportunity for training managers and semi-skilled workers.

Consequently, Small and Medium Enterprises has been regarded as engine of growth (Bartik, Bertrand, Cullen, Glaeser, Luca, & Stanton, 2020). As cited by Dogan and Christina (2020), extant literature revealed that the development of small and medium enterprises (SME's) should be seen as attempts towards the achievement of a wider economic and socio-economic objective, including poverty alleviation. Small and medium Enterprise drives their country's development as they create employment and contribute to the gross domestic product (GDP) (Odougo, & Ovang, 2016). Also, record shows that Nigeria's government have been keen in developing Small and Medium Enterprises, as such, many micro finance agencies have been set up to promote the growth of Small and Medium Enterprises in Nigeria. According to Okoro, and Egberi,. (2020), in 1962, Nigerian Industrial Development Bank (NIDB) was established while Rural Banking Initiative (RBI) was set up 1977. Also set up were Agricultural Credit Guarantee Scheme Fund (ACGSF) and Nigerian Agricultural Cooperative Bank to enhance lending to agriculture and SMEs. In order to cushion off the negative impact of structural adjustment programmes in mid-1980s, government set up National Economic Reconstruction Fund (NERFUND) to give SMEs a concessionary long-term loan of five to ten (5 – 10) years (Okoro, & Ihenyen, 2020). Within the period of 1990 to 1998, 214 small and medium scale enterprises received a total intervention of US\$144.9 million. By 1978 and 2011, the ACGSF provided total loan to the tune of ₦43.12 billion to 701,000 SMEs. In addition, to complement the indigenous financing of SMEs, government secured World Bank loan to the tune of US\$270 which was given to SMEs through participating commercial banks in the country. To further boost the source of finance to SMEs, government in 1991 set up community banking scheme to enhance rural development and to provide start-up capital to smallholders. Also, the people's bank and Family Economic Advancement Programme (FEAP) were established in 1997. In 2002, government merged the NERFUND and NIDB to Bank of Industry to provide loan at interest rate of 10 percent to the industrial sector and SMEs (Okoro, & Ihenyen, 2020).

Social media such as Facebook, X-handle, Whatsapp, and many others are being leveraged on to boost sales and in turn improve revenue. Social media is used in many domains hence, there is no geographical barrier or the extent to which products and services can travel. With the use of social media, information is easily accessible, trends, competitors and customers

needs are easily monitored and new opportunities are harnessed.

Social media platforms are interactive, web-based media. They belong to the new genre of media that focus on social networking, allowing business owners in the country to sell their businesses to targeted customers and the general public express themselves, interact with friends, share personal information, as well as publish their own views on the internet. However, a lot of owners of small and medium scale enterprise are yet to make proper use of the Social media platforms such as like WhatsApp, youtube, Instagram, TikTok, Telegram, Sina Weibo, Snapchat, Qzone, Reddit, Skype, LinkedIn Facebook effectively which may be as result of lack of proper awareness on the importance of social media marketing to their businesses and this most a time affect organizational morale of the small and medium scale enterprise in the country (Daniel, 2019).

Also, social media platform has served as a specialized platform of modern marketing of product in the country and across the globe. Usage of social media platform is one of the most dominant forms of communication between owners of small and medium scale enterprise and the customers of such product and it is massively and strategically exploited by the owners of small and medium scale across the globe to achieve their targeted goals as regard to enhance the market share of their businesses in the country.

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## **Literature Review**

### **Conceptual Framework**

#### **Social Media**

Over the years, different scholars in different fields of discipline have taken critical look at the concept of social media. They include Ashiekpe and Mojaye (2018) who defined social media as the set of interactive Internet applications that facilitate (collaborative) creation, curation, and sharing of user-generated content. Examples of social media platforms are numerous and varied. They include Facebook, Friendster, Wikipedia, dating sites, Craigslist, recipe sharing sites (e.g. all recipes. com), YouTube, and Instagram. Social Media is also defined as an online platform which people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections (Abdu, *et al*; 2021). Social media can be defined as a group of Internet-based applications that build on the technological foundations and allow the creation and exchange of User Generated Content (UGC) (Kaplan, 2019).

Social media consists of computer-based technologies for easy communication, interaction and collaboration (Agu, 2022). Ahmad *et al*; (2019) defined Social media as internet enabled platforms that enables users to share and disseminate information. Put succinctly, social media are those internet-based platforms that create participation, conversation, sharing, collaboration and linkage. Social media is also defined as the collective online communications channels dedicated to community-based input, interaction, content-sharing and collaboration (Ajayi & Adesote, 2021). Furthermore, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content (Ahmad *et al*, 2019).

Locket (2018), averred that social media platforms are classified into two types based on ownership, such as firm sponsored or individual publications (e.g. blogs) and third-party forums (e.g. Facebook, X-handle and LinkedIn). Although Scott (2014) and Grahl (2015) classified social media into six types based on the main activity of the platform, which includes social networks: Facebook, LinkedIn, Google; media sharing: YouTube, Instagram, Pinterest, Flickr; microblogging: X-handle, Tumblr; blog comments and forums: blogger; Book marking: Digg, Reddit; web conferencing: Skype, Zoho meeting etc. These platforms perform different functions, and they have been employed.

Ainin, Parveen, Moghavvemi, Jaafar and Mohd-Shuib (2015) argued that social media can boost a variety of aspects of a company's market share, including customer interactions and customer service operations. Although social media consumes the minds and lifestyles of customers, it also poses obstacles for businesses. According to the Social Media Trends 2020 survey (Danish, 2019), businesses must reconsider their social media message plans. As a result, a firm must have a thorough understanding of how to engage customers through social media posts while also achieving the organization's objectives.

Evans, (2018) defined Social media as electronically used subscribers' activities, exercises and practices linking millions of people happening through the web by means of sharing data, information, ideas and feeling. Social media defines creation and sharing of texts, videos, pictures and other messages via an electronic platform (Ray, 2018). Social media by way of definition is any website which allows users to share their content, opinions, views and encourages interaction and community building.

### **Facebook.**

Facebook was founded in 2004 by Mark Zuckerberg initially as a medium for Howard students to get acquainted to each other. It is a profile base channel that encourages people to initiate relationship. It falls into the popular category that allows users to send instant messages, videos, photos, documents and word of mouth communication. Users of this channel can locate as well as invite other users with similar interest through this provision. It can connect individuals, reunite people with old friends, create opportunity for new relationships to be established and generate toast through word of mouth communication (Etuk & Udoh, 2020).

As at June 2017, Facebook was the largest and most powerful social media platform in the world, with over 2 billion monthly active subscribers and the rate of growth continued at 20 million active users per month (Statista, 2019). Base on this, Facebook is seen as a powerful electronic word of mouth and information tool because it has created opportunities for wider audience participation with low cost (Etuk and Udoh, 2020). Furthermore, Facebook profile is more detailed and can also allow the display of product features to the audience. Entrepreneurs can also use Facebook for online advertising and other promotional activities which influences their business positively (Jisha & Jebakumar, 2014). Benwell (2014) opined that social media platforms can function as substitute for costly and time consuming marketing campaigns employed in small and medium scale businesses for effective management.

Furthermore, Facebook was founded in 2004 and currently has over 2.9 billion active members (as of May 2022), with 1.9 million users accessing the site via mobile devices. A typical Facebook user has at least 130 friends and is connected to 80 community sites, organizations, and events. Facebook has become into the most effective marketing tool available today. In April 2011, the firm announced a new service for marketers and creative agencies interested in building brand promotions on Facebook. This service is a type of web platform (Portal) that allows marketers and creative design companies to develop brand promotions on Facebook. A Facebook page, according to Nouri and Lorenzo-Dus, (2019) is a place where one can publish his/her business name, address, and contact information, as well as briefly describe products and services.

Thus, Facebook is defined as the most widely accepted and popular social networking site on the internet. Currently, one billion users are registered on the platform from all regions around the world. The accessibility and interactivity nature on Facebook can effectively function

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as what is now referred as 'gateway participation' Nevertheless, studies have indicated that Facebook is more powerful than traditional media (Casteltrione & Pieczka, 2018). Facebook provides a similar and advanced features in terms of exposure to information but has the additional benefits and advantages of global reach, better quality and greater speed and also an interactive medium of online political discussion. With these features, Facebook shows a significant role in the formation of political knowledge (Asemah, *et al*, 2020)

### **WhatsApp**

WhatsApp is an instant messaging application for smartphones, when viewed from its function WhatsApp is almost the same as the SMS application that you normally use on older mobile phones. But WhatsApp does not use pulse, but rather internet data. WhatsApp is a messaging app for smartphones which is similar to BlackBerry Messenger. WhatsApp Messenger is a messaging app cross platform that allows us to exchange messages without the cost of SMS, because WhatsApp Messenger uses the same internet data plan for email, web browsing, and more. WhatsApp Messenger app uses 3G or WiFi connection for data communication. By using WhatsApp, we can chat online, share files, exchange photos and more (Saleh, 2022).

WhatsApp is one of the applications that are important in every life especially now in teaching learning in unified matching with technology. According to Holtgraves (2008) WhatsApp was founded on February 2009, meaning now WhatsApp has the sixth age. WhatsApp was founded by Brian Acton and Jan Koum who once worked as a Yahoo employee. Capitalize a savings of \$ 400,000 earned during his work there, Koum visited his friend Alex Fishman for a discussion on the App Store who was only 7 months old, Koum felt this store has potential. Fishman then helps Koum find iPhone app developers named Igor Solomennikov who is from Russia. Our App But even though WhatsApp Inc has stood up, WhatsApp own app still far from wrong.

In some experiments, WhatsApp crashes and fails to run as expected. Desperate, Koum intend to close his company and find another job. But Brian Acton prompting him to stay a few months longer. In the end after-past a fairly long beta phase, in November 2009, WhatsApp officially started their work on the App Store. Previously, Koum had persuaded Acton and five former Yahoo! employees others to invest. After visiting the App Store, in January 2010 WhatsApp wanders to BlackBerry Store and Android followed in August.

### **YouTube**

YouTube is defined as web based application that allows users to upload videos on the internet and allows participants to post comments. Research has revealed over 1 billion users log on to YouTube on a daily basis to watch or stream videos and post comments. In the same vein, YouTube is considered to be part of the development of social realities that can provide space for progressive movements, and emancipative potential of the web which can give a voice to alternative political positions (Ashiekpe & Mojaye, 2018).

YouTube is a video-sharing website on which users can upload, share, and view videos, a wide variety of user-generated video content is displayed, including film and TV clips as well as amateur content such as video blogging. Media corporations including the BBC also offer some of their material via the site. Most videos enable users to leave and exchange comments (Kishokumar, 2016).

YouTube is only second to Google as the most used search engine, is the third highest visited website, and the primary video substance part a king and creation website. It offers free membership, uploading and/or viewing contents leading to its massive popularity among social media users. About 1.5 billion people use YouTube. YouTube was launched in 2005 and has grown to become the most popular online video community on the planet (Edosomwan et al., 2011). Millions of internet users have been able to find, view, and share original video content because of it. It is used by businesses to promote their products to current and new clients. Furthermore, both large and small businesses utilize YouTube to teach their customers on how to use their products as well as give instructional resources for learning or training (Brightpearl, 2011).

YouTube may help in raising brand awareness, promote a certain product, and boost business sales in a short amount of time. YouTube may also be used to review products in videos and to include referral links in the video description boxes. In general, businesses can use YouTube to promote their products' content (Gerhards, 2019).

YouTube is a website that was launched in February of 2005 with the purpose of allowing people to publish, view, and share videos with one another with the purpose of providing others across the world with information and inspiration. Displaying a wide range of user-generated video content makes use of both Adobe Flash Video and HTML5 technology, which are utilized by the organization. YouTube serves as a platform for the distribution of material not just by content creators but also by advertising. Every single day, more than 3 billion videos are watched, and mobile devices account for more than 400 million of those daily views (2011). It is estimated that over 800 million individuals use YouTube each month to view videos and upload their own creations. (Youtube.com, 2022)

## **Instagram**

Instagram was launched in 2010 and is “a mobile photo (and video) capturing and sharing service” (Hu & Manikonda & Kambhampati, 2014). Since its launch seven years ago, it has become one of the most used social media, with the continuously increasing number of users. Its popularity and timing helped it become a much-researched platform too, with numerous studies about the platform, comparison between other platforms, content analysis, user analysis and more.

Instagram is a free photo and video-sharing software that allows users to add digital filters,



frames, and other effects to their photographs before sharing them on social media networks (Mangold & Faulds, 2009). Organizations and SMEs utilize Instagram as a social media platform to find out what their target audience wants and needs. SME's can utilize the application to learn about their favourite product kind, size, colour, or any other attribute, for example. Consumers are directly involved in free-market research as a result of this. This was allow the SMEs to refocus their marketing approach on effectively and efficiently serving their target market, resulting in a rise in their client base through word-of-mouth referrals. Instagram works by allowing users to create personal and business or brand profiles that are utilized as social media platforms (Boyd & Ellison, 2007).

This was allow users to share personal and professional information, as well as invite friends, submit images, link brands with customers, and promote marketing materials. According to Neti (2011), Instagram is a great way to connect a brand with a potential customer on a more personal level, and it's also a great way to socialize. Various businesses use Instagram to interact with a new generation of virtual clients, expanding their reach across marketing platforms. Firms and social media have lately evolved, with many firms turning to Instagram to attract specific categories of customers who display specific behaviours. Ioanas and Ivona (2014) opined that consumer now have the ability to study items and assess their morale. This may result in criticism and condemnation, particularly if the product fails to deliver on its promises. As a result, many businesses and small businesses use Instagram to supplement their product information already on hand and to solicit input from customers after reading multiple reviews. This gives small businesses the opportunity to see what their customers have to say about their goods and services, and to respond appropriately to any of the issues presented. People's perceptions of businesses are changing. Access to open, transparent, and helpful information about a company was give social audiences the sense that the company cares about its current and potential consumers, thus strengthening the tie of trust between the company and its customers (Ioanas & Ivona, 2014).

## **Pinterest**

The Pinterest social media network was first launched in 2010. In comparison to Pinterest which has 150 million users, Facebook has 1.7 billion users, Instagram has 600 million users, LinkedIn has 467 million users, X-handle has 313 million users, and Google Plus has 300 million users (Comscore, 2015; Statistica, 2016; Chaykowski, 2016). Since Pinterest is a smaller social media network as compared to Facebook, not much attention has been given to Pinterest as a marketing channel. There is more literature on Pinterest in the domains of human computer interface, psychology, and information science (Hall & Zarro, 2012; Hansen *et al.*, 2012; Ottoni *et al.*, 2013; Gilbert *et al.*, 2013; Linder *et al.*, 2014; Mull & Lee, 2014) as compared to business and marketing studies, thus research to date has not adequately examined Pinterest from a marketing perspective. We draw from other domains to shape our study in order to add new knowledge to the marketing discipline. Although Pinterest is ranked the third most popular

social media site for generating traffic, it has not been able to acquire a large user base. The primary purpose of Pinterest is to help users curate information in order to discover new products and ideas, which can then be saved for later use. By using *pins*, users collect, organise, and share content with other users. Objects such as images, blogs, videos, and other websites can be *pinned*; Pinterest allows users to organise these pins into categories called *boards*. The boards allow users to easily retrieve and share categories of pins. Examples of boards include categories of products, services, brands, quotes, ideas, or tips. Users

### **Snapchat**

Snapchat is a multimedia image and video messaging application on mobile platforms. Snapchat builds easily talk with family and friends, and it has a feature called Live Stories in which people can explore and discover the world. Life's is full of fun while using Snapchat. The application also includes the “story” feature which allows people to post images in a few seconds. Stories can be viewed your follower on Snapchat, and disappears was disappear in 24 hours. That is the most useful feature in Snapchat. Users post stories of anything or anytime related to fun, games, and leisure moments. Snapchat is also used as a form of communication in personal messages to family and close friends, and that gives a sense of a more personalized and intimate messages, opposed to a typical text (Lawahet, 2016).

Evan Spiegel and Bobby Murphy developed Snapchat to work much like a text message. As undergraduates at Stanford University at the time of development, Spiegel and Murphy conceived the groundwork of Snapchat for a class assignment. A sender could take a picture of him or herself using the Snapchat cellphone app and send the picture to one or more friends, family, etc. In return, the receiver could snap a picture and return the gesture. The concept of sending self-photos, later known as selfies, to friends via the cellphone appealed to the app's creators, but they took a slightly different approach. Photos sent via Snapchat were deleted within ten seconds of receipt (Gillette, 2013), which encouraged users to share data/ images they would not have otherwise shared (Turner, 2013). Snapchat came at a time when people worldwide were experiencing high levels of anxiety regarding their online data. According to Michael Fertik with Reputation.com, the ability to record and store content online has led many, from those applying for college and employment to the spouse flirting with online eroticism, to seek methods of data-deletion in hopes of managing their identity (Singer, 2012).

### **LinkedIn**

A place where groups of professionals with similar areas of interest can share information and participate in a conversation. Social Media as trend of communication and sharing of ideas, possess inherent and cordial benefit to the people and the society at large (Erubami1, 2020). Many business organizations according to Mohammed (2019) are on Social Media today to engage with their users, audiences to promote their business. Appearance on Social Media for business generates a significant impact on their product and services. Social Media helps the

business organizations to improve their brands in numbers of ways and get back with a genuine audience (Ekwueme & Folarin, 2018).

### **Wikipedia**

Wikipedia created in 1994 enables users to upload written information or an individual's profile. Wikipedia allow users to read and edit information enabling knowledge sharing and information exchange, thus providing an example of a successful non-profit user-generated content project that has attracted a vast number of contributors and millions of regular readers). Because many internet users have an opportunity to contribute and structure information online, the web is potentially empowering for individuals and communities (Verba, *et al*, 2019).

### **Blogs**

A blog is a website on which users can post message that are chronologically stored and other users can comment on these entries. It is a sort of online diary that has public character and hence breaks down the border between private and public. There are many examples for the influence of blogs, such as their role in the debate on the French direct vote on the European constitution in 2005 and the protest against the war in Iraq (war blogs), also blogs have played political role in communicating political opposition in Iran and the US presidential elections in 2004, 2008 and 2012. These activities according Kahn and Kellner can transform the internet itself and result in phenomena such as political blogs that would form a “vital new space of politics and culture (Verba, *et al*, 2019).

### **X-handle**

X-handle was launched in 2006, and it gained a lot of popularity because it offered new options, such as micro blogging, and it was also used by some celebrities (Sinnenberg, Bottenheim, Padrez, Mancheno, Ungar, & Merchant, 2017). It had about 200 million users as of 2011 and, as of the third quarter of 2015, the micro-blogging service averaged at 307 million monthly active users (Chawinga, 2017). X-handle is normally used to lodge complaints about a company's products or services, generate new traffic by promoting product offers, advice, suggestions and new content to a company's followers (Enli, 2017). X-handle can also be used to post multiple updates about company products and services, but its real power is to its ability break down the traditional barriers between the company and its customers, by providing insight into customer opinion and allowing the company to respond proactively to customer issues (Duncombe, 2017).

X-handle is defined as social networking/micro-blogging platform that allows groups and individuals to stay connected through the exchange of short status messages, (140) character limit). X-handle is a free micro blogging service that allows registered members to broadcast short posts called tweets. X-handle members can broadcast tweets and follow other users' tweets by multiple platforms and devices (Akpoghiran & Erubami, 2019). X-handle offers us an update of things we know happen to be doing at a particular point in time. Fjerza, *et al* (2020) claimed

that in 2019 general election in Nigeria, “X-handle was ten times more active over the election period than at normal time”. Political X-handle users are more interested in and engaged in politics in general and less trusting to main stream media.

Apuke and Apollos (2019) ascertained that “X-handle increasingly performs the agenda setting function in politics once dominated by television”. Television or, at least televised news now follows the lead of X-handle. X-handle, as micro-blogging platform and by its interactive structure, not only facilitate communication among its users but has contributed to political participation. X-handle has been around since 2006 but between 2008 and 2012 elections

### **Social Media and SMEs Market share**

In general, social media is utilized for technology-based social engagement. YouTube, Facebook, MySpace, Flickr, and Orkut are the most popular social networking sites in recent years (Salam & Hoque, 2019). X-handle, WhatsApp, LinkedIn, and Google + are among the others. Individuals was be able to express their thoughts more freely, and people was be able to communicate more frequently as a result of this (Kaplan & Haenlein, 2016). According to Kaplan and Haenlein (2010), social media (SM) provides a number of advantages, including the ease with which users can exchange or share information. SM is increasingly being used in the workplace for reasons other than pleasure seeking (Bughin, Chui & Miller, 2017; Bughin & Manyika, 2016). to Leidner and Kayworth (2016), businesses have recognized the value of social media in assisting collaborative learning at work, and many businesses are using it to share ideas and discuss problems. In general, SMEs use social media to share their knowledge with others (Salam & Hoque, 2019). The use of social media (e.g., Facebook, WhatsApp, X-handle) by businesses has an impact on customer interactions, information accessibility, and marketing (Ainin, Parveen, Moghavvemi, Jaafar & Shuib, 2015). SME's use SM as an interconnected collection of strategic resources to achieve superior market share

### **Methodology**

The study adopted survey research method. A survey is a method of collecting data in a consistent and systematic way. This usually involves constructing a set of questions that are either asked by means of a questionnaire or through an interview. Adebayo (2013) stated that a research design is the set of methods and procedures used in collecting and analysing measures of the variables specified in the research problem research. The survey research design is a very valuable tool for assessing opinions and trends. Survey design offers the opportunity to execute studies with various signs, each of which is suitable for addressing particular research objectives. The primary and secondary data was used for the study. The primary data was sourced through structured questionnaire that was distributed to selected owners of Small and Medium Scale enterprises in Abia State. The secondary data was source from published journals, magazine and internet. The major instrument used to collect data by the researcher was a well-structured questionnaire. In designing the questionnaire, the researcher made use of 5point Likert scale questions.

The questionnaire consisted of two sections (A and B), Section A focused on the

background information of the respondents in the study in selected small and medium scale enterprise in Abia State while the section B was divided into five sections. Section I focused on the effect of Facebook platforms on the organizational morale in selected small and medium scale enterprise in Abia State and consisted of four items. Section two also focused on effect of WhatsApp platforms on the organizational market revenue in selected small and medium scale enterprise in Abia State and consisted of four items. Section three also focused on effect of X-handle platforms on the organizational output in selected small and medium scale enterprise in Abia State and consisted of four items, section four examined the effect of YouTube platforms on the organizational market share of selected small medium scale enterprise in Abia and consist of four items. Section five examined the effect of TikTok platforms on the growth of selected small and medium scale enterprise in Abia State and was also consist of four items. Meanwhile, in designing the questionnaire, the researcher was make use of 5 point Likert scale. The mean scores were determined by assigning values to the five point scale of:

Strongly Agree (SA) = 5, Agree (A) = 4, Uncertain = 3 Disagree (D) = 2, Strongly Disagree (SD) = 1.

The mean scores was be computed as follows  $\bar{X} = \frac{\sum X}{n} = \frac{5+4+3+2+1}{5} = \frac{15}{5} = 3.0$ .

Thus, the mean score of 3.0 and above was considered as agreed while the mean score below 3.0 was considered as disagreed

## Results and Discussions

**Table 4.16: Regression result emanating from the Youtube-organizational market share model.**

Variable	Coefficient	Standard Error	T- statistics	P-Value
(Constant)	.292	.057	5.152	.000
YOUTU	.940	.013	70.557	.000

Source: Authors Computation using SPSS 22.0

**HO5: Tiktok has no significant effect on growth in selected small and medium scale enterprise in Abia State.**

Relying on the decision rule stated in the chapter three, the result in Table 4.17 showed that the P- value of Tiktok was 0.000 which is lesser than 0.001, we reject the null hypothesis and accept the alternate hypothesis. We therefore conclude that Tiktok has a significant effect on the growth of selected SMEs in Abia State.

**Table 4.17: Regression result emanating from the Tiktok-organizational growth model.**

Variable	Coefficient	Standard Error	T- statistics	P-Value
(Constant)	.164	.049	3.371	.001
TK	.959	.012	82.781	.000

Source: Authors Computation using SPSS 22.0

## Discussion of Findings

Following the result presented above, it was discovered that Facebook has a positive and significant effect on the organizational morale in selected SMEs in Abia State. This finding is in line with the findings of Eleazar *et al* (2023), Isiaka, *et al* (2022) and David and Namusonge (2021) but contrary to the findings of IHEMEJE, *et al* (2021). This outcome may not be unconnected to the wide coverage and lower cost facebook offers

In the same vein, the findings further revealed that Whatsapp exerted a positive and significant effect on the organizational morale in selected SMEs in Abia State. This finding is consistent with the findings of Eleazar *et al* (2023), Isiaka, *et al* (2022), Ndife, (2020) and Murat and Opusunju (2018). This position reflects the penetration and acceptance of Whatsapp, with advantage of meeting specific target groups in advertising the SMEs

Furthermore, X-handle expressed a positive and significant effect on the organizational output in selected SMEs in Abia State. Given the popularity of X-handle among young people makes it a preferred medium advertising and interaction. A handle with millions of followers was enhance the sales volume, thus output of SMEs. This finding is consistent with the findings of Eleazar *et al* (2023), Isiaka *et al* (2022), David and Namusonge (2021) and Ndife (2020), but inconsistent with the findings of Ndife, (2020).

In the same vein, Youtube exerted a positive and significant effect on the organizational market share in selected SMEs in Abia State. This suggest that continued use of Youtube has made increased the feasibility of these SMEs thereby increasing the market share of the SMEs. This outcome is in line with the findings of Eleazar *et al* (2023), Isiaka *et al* (2022), David and Namusonge (2021) and Ndife (2020)

Finally, Tiktok has a positive and significant effect on the growth of selected SMEs in Abia State. This indicate that as Tiktok is employed further, SMES experience growth and vice-versa. This hold because as more people know about your business through Tiktok as it is a popular networking site with a very flexible and friendly user video features. This favorable outcome is consistent with the findings of Eleazar *et al* (2023), Isiaka *et al* (2022), David and Namusonge (2021) and Ndife (2020).

## Summary of Findings

The study evaluated social media and its effect on market share of small and medium scale enterprise in Abia State. The study adopted survey research design which prompted the use of questionnaire for data collection. Based on the strength of the analysis of the data

collected from the respondents, the findings can be summarized as follows:

1. Facebook has a positive and significant effect on the organizational morale in selected SMEs in Abia State.
2. WhatsApp has a positive and significant effect on the organizational market revenue in selected SMEs in Abia State.
3. X-handle has a positive and significant effect on the organizational output in selected SMEs in Abia State.
4. Youtube has a positive and significant effect on the organizational market share in selected SMEs in Abia State.
5. Tiktok has a positive and significant effect on the growth in selected SMEs in Abia State.

## Conclusion

The study evaluated social media and its effect on market share of small and medium scale enterprise in Abia State. Given the strength of the result and the findings of the study which suggest that Facebook, WhatsApp, X-handle, Youtube, and Tiktok affects organizational morale, market revenue, output, market share and growth. The study therefore concludes that social media influences the market share of SMEs in Abia State.

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